

Application No. 09/888,554
Inventor: Steven M. Senn
Amendment Dated July 16, 2010
Reply to Notice of Non-Compliant Amendment mailed June 18, 2010

CLAIMS

What is claimed is:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1 - 3 (canceled)

Claim 4 (currently amended)

Claim 5 (currently amended)

Claim 6 (currently amended)

Claim 7 (new)

Claim 4. (currently amended): An electronic retail product purchase and transaction checkout counter divider comprising: ~~an exterior housing acting as a physical retail product purchase checkout counter divider~~ containing electronic data input component and visual display component coupled to generate, send and receive retail transaction data through a wireless method to or from a point of purchase system. Checkout counter divider containing interactive electronic components inserted, retail product purchase functions, checkout-counter functions, wireless capabilities using several present methods to communicate with the divider management computer and store register computer and register system variations may contain card reading capability for present and evolving technology card types, variations may contain bar code scanning capabilities, customer interactive audio and video by interactive touch screen and ability to generate scanable bar codes on an LCD display, variations will be equipped with programmed hardware to be virtually and remotely programmable from anywhere for interactive customer functions, capability of sending and receiving real time data, changing divider software programming that connects with a store register, store data computer and in store divider management computer and acts and identifying each divider unit as a single unit containing a unique identification code programmed into the software for identification and management.

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- (a) An elongated hollow body having sidewalls, having access openings, the interior being adapted to receive any type or multitude of modified interactive electronic components to create variations of the electronic divider.
- (b) The checkout counter divider contains customer and store interactive electronics and software to perform advertising, marketing and retail functions.

Claim 5. (currently amended): An electronic retail product purchase and transaction checkout counter divider according to claim 1; wherein a data entry component exchanging input data with a retail point of purchase system containing product and price data and forwarding completed transaction data to a point of purchase register; and a) a display showing input data, processed data and means of selection of data input

- (a) The host checkout dividers computer will communicate with the store point of purchase register computer and files to send and receive any customer transaction files, process charity donations, generate advertising and receive, transmit or generate product coupons.
- (b) The checkout counter divider can vary in size and shape to accommodate the checkout counter size requirements and various types of electronic components inserted.

Claim 6. (currently amended): An electronic retail product purchase and transaction checkout counter divider according to claim 1; wherein wireless data exchange is executed upon data entry containing an attached device identification to a point of purchase register and accepts data to receive when identifying the device identification a) an electronic identification number sent with data exchange to and from external communication devices attached to and defining transaction data.

- (a) Information can be exchanged in real time to the checkout dividers and displayed on the visual component by way of the Internet or a wireless phone network and interact with the in store checkout divider computer.

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Claim 6 (b) continued;

- (b) Unique identification number included in the divider software and physically on the checkout divider electronic insert will identify the dividers. This will allow remote sorting of the individual checkout dividers for targeted advertising programming and transaction data management.

Claim 7. (new): A retail check out counter product purchase and customer placement divider according to claim 1; wherein the checkout counter divider will include a variation of video LCD display that is touch interactive by the store customer and contain individual checkout counter divider software. The display will be capable of producing a unique bar code that is scan able by existing store bar code scanner systems with the checkout counter divider interacting with the store point of purchase and register file system computer. The LCD will display interactive advertising and customer interactive transaction functions.

- a) Variations can be produced with touch keys and other types of data entry components. Variations can be produced to enable certain data entry functions and data criteria as the stores may require.
- b) A variation may contain the capability to interact with wireless weights and scales.
- c) A variation may be included in a check out system using weights; scales interacting with any customer accumulated sales data input.

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Amendments to References Cited Addition:

References Cited: (New) New references for establishing the checkout counter divider as a unique device (in reference to the Office Action Notice dated 10/3/2003 containing an enclosed detailed action notice. This sets precedence that the checkout counter divider is used for a specific purpose as documented by the following cited Granted patents. Please amend these references to the present references of this Amended Patent Application and original Non-Provisional Application (6/24/2001) as a continuation.

4,537,126	Aug 13, 1985	Gilman	40/19, 40/10
5,933,994	Aug 10, 1999	Misaresh	40/649, 40/661
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